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Publisher's note

FORUM's 62,000 subscribers represent every branch of building—clients as well as architects, engineers, and contractors—and FORUM's editors try hard to satisfy their individual and common interests. Sometimes the editors wonder how well they succeed. To be sure, the volume of their mail and the trend of the magazine's circulation are comforting; but to satisfy their curiosity more fully, the editors last spring asked Readex Inc. to measure the interest of subscribers in each issue.

The results have been enlightening—sometimes surprising—and may be of interest to readers, particularly those who have participated in the surveys. Here are some of the eight months' findings:

■ Most interesting was the comprehensive article in July about the Chase Manhattan office tower, designed by Skidmore, Owings & Merrill. It interested 98 per cent of FORUM's readers. Because this article covered the technical and economic aspects of the building as well as its architecture, as do many FORUM stories, it is not surprising that it was of almost equal concern to readers of all kinds.

■ What is surprising is that such articles as that on the "far out" architecture of Le Corbusier (April) also prove to be of general interest. This one appealed to 85 per cent of the architects and to 70 per cent of the contractors and the clients.

■ Least interesting (30 per cent) was the prophetic article in February on fall-out shelters. A sign of the changing times—and perhaps of different editorial treatment—is the fact that a second article on this subject in October scored 73 per cent!

■ The regular departments, with one exception, score high. "News," for instance, has averaged 87 per cent; "Projects," 86; "Products," 73. The exception was "Excerpts" (37 per cent), and it has been discontinued.

Although the survey results to date speak well for the editors' appraisal of readers' interests, the staff will not be guided by the high scores of "sure-fire" popular articles or the low scores of some articles which it feels *should* interest the industry. FORUM seeks to be interesting with useful, rounded coverage of important information and ideas. Thus, the survey results are more useful to the editors (if not the advertisers*) as a check-up on past performance than as a guide to future performance.—J.C.H. Jr.

*To help readers get what they are looking for in advertisements, Readex also surveys the ad pages, and the results are passed on to manufacturers and their advertising agencies.